July 2006 Talking Points

The Board held its annual face-to-face meeting July 16 – 18 in Philadelphia. This year, we focused primarily on developing a two-year strategic plan that builds on the theme of the Annual Conference (creating our futures) and utilizes the tremendous amount of input received from our members during the past three months. The Executive Committee (Polly, Richard, and Sheri) partnered in leading this process, to assure continuity and succession. The work included review of Society history, particularly since leaving AHA; analysis of our strengths, weaknesses, opportunities, and threats as an organization; synthesis of input from Membership Meeting, Past Presidents, First Time Attendees and New Members, Futures Workshops, and email correspondence; developing strategy to achieve Society vision, mission, and values.

The following deliverables resulted, and will be posted to the Web.

- A new vision, mission, and values statement, to anchor our strategy
- Identification of five strategic goals:
    - expand and diversity opportunities and modalities for leadership development;
    - demonstrate commitment to inclusiveness through diversity of our membership, leadership and products;
    - build a network to facilitate timely and effective internal and external communication;
    - increase our capacity to influence and advocate for change;
    - enhance and refine our infrastructure and streamline our processes as an organization.
- Structures and mechanisms to achieve these goals. This includes Commitment to supporting the work of ongoing committees (Advocacy, Products and Publications, Nominations) as well as development of new Work Groups.
- Development of eight new Work Groups, with specific charges to meet strategic goals (see Website for details, and to let us know your interest in participating). These include:
    - membership and leadership Diversity (race, ethnicity, etc.)
    - site Diversity (including community-based organizations)
    - Leadership Development Toolkits
    - Leadership Development Webinars
    - Strategic Partnerships
    - SSWLHC Executive Director
    - Leadership Institute
    - Healthcare Faculty Summit.

The Board also conducted significant business that will allow us to move forward on these strategic plans.

1. Administrative Support. We confronted the unexpected administrative problems of the past half-year. Through very frank review and open negotiation, we have arrived at a successful year-long contract with Fernley and Fernley. Expectations were spelled out on both ends, and reparations will be made for financial losses and disruption to our members that resulted from the transition from RMP. The contract will be reviewed for accountability and satisfaction at the end of 2007, so that decisions can be made for the future relationship. Details will be described through eblasts, apology letters to our members, and the September Leader. In addition, in light of our history and expanded scope, as well as administrative demands and past problems, we are creating a Task Force to examine the feasibility and desirability of hiring an Executive Director.
2. The auditor, Murray Greenberg, provided a report on our most recent audit. Key issues included recommendations for a forced savings account for a rainy day; requirements of Sarbaes-Oxley even though not required by a 501C6; developing a Finance Committee; and exploring more extensive insurance coverage for the Board.
3. The Board approved the 2007 slate from the Nominations Committee. In addition, the Board approved Nominations Committee recommendations to refrain from endorsement letters, change the bylaws to increase Nominations Committee to 8 members and two-year terms to ensure continuity, and a web-based election process.

Finally, the 2007 Annual Meeting Planning Committee continues to make outstanding progress. 120 abstracts were submitted for workshops, indicative of high interest and excitement about this conference.